

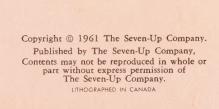
7-Up goesto a Party!

Contents

Every one of the guest-tested recipes in this booklet contains 7-Up as an exciting new ingredient. You will find that the delicate lemon-lime flavor of 7-Up lends sparkle, subtle tang, and a light airiness to your favorite party dishes. We can promise that you will be delightfully surprised at the many interesting ways that 7-Up can add "something special" to your entertaining.



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To Start the Party...

SPARKLING FRUIT APPETIZERS

Each of these makes 6 servings:

HAWAIIAN 7-UP:

Mix 1 7-ounce bottle 7-Up with 3 cups pineapple juice and garnish glasses with pineapple chunks and maraschino cherries.

TROPIC TREAT:

Mix 3 7-ounce bottles 7-Up with 1 undiluted 6-ounce can frozen orange juice and garnish glasses with slices of fresh orange.



HIBACHI TIDBITS

1 clove garlic, minced
1 tablespoon curry powder
1 tablespoon soy sauce
½ tablespoon peppercorns, crushed
1 teaspoon salt
½ teaspoon monosodium glutamate
½ cup salad oil
1 7-ounce bottle 7-Up

Thoroughly mix seasonings and blend in salad oil. Stir in 7-Up. Makes 1½ cups marinade, enough for about 12 skewerfuls of tidbits. Arrange shrimps, meat cubes, green pepper pieces, cherry tomatoes, small onions, and mushrooms on skewers. Soak in marinade an hour or so, then broil, using marinade as a basting sauce.

APPLE FIZZ:

Mix 1 7-ounce bottle 7-Up with 3 cups apple juice and garnish glasses with apple slices dipped in lemon juice (to prevent discoloration).

GRAPE COOLER:

Mix 3 7-ounce bottles 7-Up with 1 undiluted 6-ounce can frozen grape juice and garnish glasses with small bunches of fresh grapes.

EXOTIC SAUCE FOR FRUIT

1 cup orange juice $rac{1}{2}$ cup honey

1/2 teaspoon allspice 1/4 teaspoon salt

½ teaspoon cinnamon 27-oz. bottles 7-Up

Simmer all ingredients except 7-Up for five minutes and cool. Stir in chilled 7-Up. Makes about 3½ cups sauce for serving over fresh fruits—sliced bananas, pineapple chunks, melon balls, seeded grapes, sliced peaches, halved cherries, and cut-up apples or pears. Serve fruit in hollowed pineapple halves or compote dishes.

ST. LOUIS BLUES SWIZZLE

1 46-ounce can pineapple juice

3 cups grapefruit juice

3 pints cranberry juice cocktail

6 7-ounce bottles 7-Up

2 trays 7-Up "ice" cubes

Chill ingredients. Make "ice" cubes by freezing additional 7-Up in refrigerator cube trays. Mix pineapple, grapefruit and cranberry juices in a chilled punch bowl. At serving time, slowly pour in 6 bottles 7-Up and add "ice" cubes. Makes 5 quarts or about 40 punch cup servings.

Sparkling Party Punch

CALYPSO PUNCH

3 cinnamon sticks 1/4 cup sugar 2 cups water 2 cups pineapple juice 1 cup orange juice 1/4 cup lemon juice 4 7-ounce bottles 7-Up 2 trays ice cubes



Simmer cinnamon sticks and sugar in water ten minutes. Cool and discard cinnamon sticks. Chill ingredients. Combine fruit juices with sugar syrup in a chilled large punch bowl. Slowly pour in 7-Up. Makes 2 quarts or about 16 punch cup servings. Garnish bowl with lemon and orange slices topped with maraschino cherries and mint leaves.

RECEPTION PUNCH

11/2 cups sugar 2 cups water 1 46-ounce can pineapple juice 6 cups orange juice 3 cups lemon juice 12 7-ounce bottles 7-Up 2 trays ice cubes

Mix sugar and water in a pan and simmer five minutes; chill. Chill fruit juices and 7-Up. Mix sugar syrup and juices in a chilled punch bowl. At serving time, slowly pour in 7-Up. Add ice cubes and garnish with mint leaves. Makes 7 quarts or about 60 punch cup servings.

PITCHER PUNCH

2 cups orange juice

4 7-ounce bottles 7-Up

2 undiluted 6-ounce cans frozen lemonade concentrate

Chill orange juice and 7-Up. In a chilled large pitcher, mix orange juice with lemonade concentrate until dissolved. Slowly pour in 7-Up and stir slightly to mix with fruit juices. Serve in glasses garnished with mint leaves, Makes about 8 servings.

SPICY APPLE SPECIAL



1 cup orange juice 3 cinnamon sticks 47-ounce bottles 7-Up 2 trays ice cubes

Simmer 1 quart apple juice with cinnamon and cloves ten minutes. Refrigerate several hours or overnight to develop spice flavors. Chill all ingredients. Discard cinnamon and cloves. Combine mixture with remaining apple juice and orange juice in a chilled punch bowl. Slowly pour in 7-Up. Add ice cubes, and garnish with apple slices. Makes 3 quarts or about 24 punch cup servings.



Cook it Outside

BARBECUED 'BURGERS

1 small onion, minced

1 clove garlic, minced

2 tablespoons butter or margarine

1 8-ounce can tomato sauce

1 7-ounce bottle 7-Up

1 tablespoon Worcestershire sauce

1 teaspoon salt

1/4 teaspoon pepper

10-12 uncooked hamburger patties Lemon slices

Brown onion and garlic in butter until softened. Stir in tomato sauce, 7-Up, Worcestershire sauce, salt, and pepper. Heat mixture to boiling, then reduce heat and simmer five minutes, stirring occasionally. Makes about 1½ cups sauce. Brush meat with sauce and grill on one side until browned; turn. Top each patty with a lemon slice and brush with more sauce. Cook until meat reaches preferred degree of doneness. Makes 10-12 hamburgers.

MEXICAN SAUCE

1 small onion, minced

2 tablespoons butter or margarine

1 7-ounce bottle 7-Up

1/4 cup catsup

1 teaspoon dry mustard

1 teaspoon salt

1/8 teaspoon chili powder

1/8 teaspoon pepper

4 whole cloves

Cook onion in butter until softened; stir in remaining ingredients. Heat to boiling, then reduce heat and simmer five minutes. Spoon out cloves and discard. Brush sauce over ham steaks (or other meat) as they grill. Makes about 1½ cups sauce.

SOY MEAT

1 medium onion, diced 1 clove garlic, minced 1 tablespoon soy sauce 2 teaspoons ground pepper 1 teaspoon salt

½ cup salad oil

1 7-ounce bottle 7-Up





Mix onion, garlic, soy sauce, ground pepper and salt. Stir in oil and 7-Up. Pour marinade over meat placed in a shallow pan; cover

pan and allow meat to stand in refrigerator several hours, turning once or twice. At grilling time, brush meat with remaining sauce. Makes about 1½ cups marinade.

To Add Variety

3 1-pound cans pork and beans
1 medium onion, minced
1/4 cup light molasses
3 tablespoons pickle relish
I tablespoon Worcestershire sauce
2 teaspoons prepared mustard
1/4 teaspoon pepper
1 7-ounce bottle 7-Up
1 2-ounce can sliced mustrooms

SOPHISTICATED BAKED BEANS

In a casserole, stir beans with all ingredients except mush-rooms. Bake in a 350° F. oven one hour. Stir in mushrooms and continue baking for ten minutes. Makes 8 servings.



GARDEN DRESSING FOR GREEN SALAD



2 small green onions

2 teaspoons paprika

11/2 teaspoons salt

1/4 teaspoon pepper

1/8 teaspoon curry powder

1 tablespoon Worcestershire sauce

1 tablespoon prepared mustard

1 cup salad oil

1 7-ounce bottle 7-Up

Slice onions in thin rings. In a large jar, mix onions, paprika, salt, pepper, curry powder, Worcestershire sauce and mustard. Add oil and 7-Up; cover jar with a tight fitting lid, and shake well. Chill. Shake before using. Makes 2 cups.

FLUFFY BAKING POWDER BISCUITS

2 cups sifted all-purpose flour 4 teaspoons baking powder 1 teaspoon salt ½ cup shortening ¾ cup 7-Up

Sift flour, baking powder and salt into a bowl. Cut in shortening with two knives or a pastry blender until mixture resembles coarse corn meal. Add 7-Up all at once. Stir briskly with a fork only until dry ingredients are evenly moistened. Turn onto a lightly floured surface. Knead quickly 8 or 10 times. Roll to ¾ inch thickness. Allow to rest a few minutes. Cut with lightly floured cutter. Arrange on baking sheet; brush lightly with melted butter. Bake in a 450° oven 10 to 12 minutes until golden brown. Makes 12 two-inch biscuits.

RICE CARIBBEAN

Add contents of one 4%-ounce packaged pre-cooked rice to 11/3 cups boiling 7-Up in a saucepan. Mix just to moisten all rice. Cover and remove from heat. Let stand ten minutes. Fluff with fork. Makes 4 servings.

7-UP WAFFLE SYRUP

1 7-ounce bottle 7-Up ½ cup brown sugar

Combine 7-Up with sugar and simmer over low heat five minutes. Serve hot. Makes 1 cup.

SHRIMPS LOUISIANA

2 tablespoons butter or margarine

1/4 cup chopped onion

1/4 cup chopped green pepper

1 clove garlic, minced

1 7-ounce bottle 7-Up

1 cup tomato juice

1 tablespoon Worcestershire sauce

1 teaspoon salt

1/4 teaspoon marjoram

3 cups cooked rice

2 cups cut-up cooked shrimp

Melt butter in a large skillet and add onion, green pepper and garlic. Cook over low heat until vegetables soften, about five minutes. Stir in 7-Up, tomato juice, Worcestershire sauce, salt and marjoram and cook over low heat, stirring until mixture begins to boil. Stir in rice and shrimp; continue cooking, stirring occasionally, about five minutes to heat through. Makes 6 servings.

ARIZONA GLAZE FOR HAM

11/2 cups brown sugar 1 teaspoon cinnamon 1/2 teaspoon cloves Grated rind of one orange 1 7-ounce bottle 7-Up

Mix brown sugar, cinnamon, cloves and orange rind; stir in 7-Up. Spoon over ham during the last thirty minutes of baking time, using about a third of mixture every ten minutes. Makes 2 cups, enough for a 6-to 10-pound ham.



TARRAGON BAKED WHITEFISH

11/2 pounds whitefish fillets

11/2 teaspoons dried tarragon

1 teaspoon salt

1/4 teaspoon pepper

3 tablespoons butter or margarine

1 7-ounce bottle 7-Up

Preheat oven to 400° F. Place fish in a greased, shallow baking dish. Sprinkle fish with tarragon, salt and pepper and dot with butter. Pour 7-Up over fish. Bake 20 minutes or until fish flakes with a fork. Baste once or twice during baking. Makes 4 servings.







Menu

SHRIMP ASPIC RING MOLD

ARIZONA GLAZED HAM

SOPHISTICATED
BAKED BEANS

GARDEN SALAD

RELISHES

BAKING POWDER BISCUITS

SPICY SAUCE
OVER CAKE

7-Up

Happy Holiday Foods

SPARKLING PUNCH

2/3 cup sugar
2 cups water
1 pint grape juice

er 2 cups orange juice
er 1 cup lemon juice
e juice 6 7-ounce bottles 7-Up
2 trays frozen "ice" cubes

Several hours before the party, simmer sugar and water five minutes and chill along with fruit juices and 7-Up. Pour enough additional 7-Up into two refrigerator cube trays and freeze until solid. At serving time, mix sugar syrup and fruit juices in a chilled punch bowl and slowly pour in 7-Up. Add frozen cubes. Makes 3 quarts or about 24 punch cup servings.



Fill cavity of duck with stuffing. Close opening with poultry pins or skewers; lace pins with string to keep stuffing inside during baking. Fasten the neck skin over the back and secure with another poultry pin. Place duck, back side down, on a rack in a shallow, open baking pan and bake at 325° F. for 2½ to 3 hours until

ROAST DUCK WITH

1 4- to 5-pound ready-to-cook duck

4 cups seasoned bread crumbs stuffing

1/2 cup brown sugar

1 tablespoon cornstarch

1 teaspoon caraway seeds

1/4 teaspoon salt

1 7-ounce bottle 7-Up

1 cup halved seedless white grapes

meat is tender. About half an hour before duck has finished baking, spoon on glaze.

To make glaze: Mix brown sugar, cornstarch, caraway seeds and salt in saucepan and stir in 7-Up. Cook over low heat, stirring, until slightly thickened. Add grapes and cook until sauce is thickened. Makes 4 to 6 servings.

JEWEL SALAD

2 7-ounce bottles 7-Up 2 cups fresh cranberries 1/2 cup sugar

1/4 teaspoon salt

1 envelope unflavored gelatin 1/4 cup cold water

1 cup diced celery

1 cup drained crushed pineapple

Cook cranberries in 7-Up until skins begin to pop. Add sugar and salt and continue cooking five minutes. Sprinkle gelatin over water to soften. Add gelatin to hot mixture and chill. When partially jellied, stir in celery and pineapple. Pour in 1½ quart mold and refrigerate until firm. Makes 6 servings.

CRANBERRY SPARKLE

1 cup jellied cranberry sauce

2 pints vanilla ice cream, slightly softened

1 7-ounce bottle 7-Up

1 3-ounce bag (¾ cup) shelled walnuts, chopped

Mix cranberry sauce with vanilla ice cream, stirring until blended. Quickly stir in 7-Up, then nuts; pour into 1½ quart pan or 2 large ice cube trays and freeze immediately. Makes 6 servings.

TANGY BAKED CHICKEN

2 11/2 to 2 pound frying chickens, cut in pieces

1 medium onion, grated 1 clove garlic, grated 1 teaspoon rosemary

1 7-ounce bottle 7-Up 1 teaspoon salt ½ cup salad oil

1/2 teaspoon pepper

Place chicken pieces in a deep dish. Combine 7-Up with remaining ingredients, pour over chicken and cover dish. Let stand in refrigerator about 3 hours, turning once or twice. Remove chicken from sauce and bake at 425° F. in a shallow pan, brushing remaining squce over chicken several times. Bake 30 to 45 minutes. Makes 6 servings.





BREASTS OF CHICKEN SUPREME

Marinade:

I clove garlic, crushed

2 teaspoons ground ginger 1 tablespoon crushed peppercorns

1 tablespoon salt

1/2 cup salad oil

1 7-ounce bottle 7-Up

Combine seasonings with oil and stir in 7-Up. Pour into a shallow pan or casserole.

6 whole chicken breasts, boned 1/4 cup flour 1/4 cup butter or margarine Flour and water paste 1 cup milk or light cream

Place chicken in marinade and turn once, allowing each side to marinate 1/2 hour. Drain chicken thoroughly on absorbent paper, reserving marinade in pan. (Discard garlic pieces.) Dredge chicken in flour, then slowly brown it in butter in a skillet. Return chicken to marinade. Bake at 325° F. for 45 minutes or until tender. Keep pan uncovered and baste chicken with marinade a few times during baking. Remove chicken to a warm platter.

For sauce, pour remaining marinade from casserole into skillet in which chicken was browned. Heat through and thicken with a little flour and water paste, Stir in milk and continue cooking, stirring constantly, until thickened. Pour sauce over chicken. Makes 6 servings.

CHICKEN with Fresh Vegetables

1 2- to 3-pound frying chicken, cut in pieces

Flour, salt and pepper

3 tablespoons butter or margarine

5 large mushrooms, sliced

4 green onions, chopped

2 fresh tomatoes, peeled and quartered

1/4 cup minced parsley 1 7-ounce bottle 7-Up

Add a few tablespoons of flour and a few sprinklings of salt and pepper to a large plastic or paper bag. Add chicken pieces and shake bag to coat chicken. Melt butter in a large skillet and add chicken. Brown on all sides. Add remaining ingredients, Cover skillet and continue cooking over low heat until chicken is tender, about 35 to 45 minutes. Remove meat to a warm platter and thicken sauce with a little flour and water paste, if you like. Serve with sauce over chicken. Makes 4



Mold a Pretty Salad



SHRIMP ASPIC RING

2 packages unflavored gelatin 1/2 cup water

1 cube beef bouillon

2 cups tomato juice

2 teaspoons prepared horse-radish

2 teaspoons Worcestershire sauce

1 teaspoon salt

½ teaspoon celery salt

1 7-ounce bottle 7-Up

1 pound cooked shrimps

Soften gelatin in water. Add bouillon cube. Heat tomato juice to boiling and stir into gelatin until dissolved. Add horse-radish, Worcestershire sauce, salt and celery salt. Cool slightly. Add 7-Up and pour half of mixture into 2-quart mold. Place in refrigerator until firm, arrange shrimps on top; add remaining mixture. Chill until firm. Garnish with shrimps. Makes 8 to 10 servings.

FRUIT MEDLEY MOLD

2 envelopes unflavored gelatin
1/4 cup sugar

1 cup boiling water

1 cup orange juice

1 7-ounce bottle 7-Up

2 large eating oranges, peeled, cut up

2 medium bananas, sliced

I medium red apple, cut up

1 cup seeded and halved grapes

1/4 cup chopped walnuts

Mix gelatin with sugar and stir in water; cool. Stir in orange juice and 7-Up. Add fruits and nuts and pour into a 2-quart mold; refrigerate until firm. For a layered salad, pour some of the gelatin mixture over grapes in a mold. Set in refrigerator until firm and repeat with each layer of fruit and nuts. Makes 8 servings.

JELLIED TOMATO OLIVE MOLD

1 envelope unflavored gelatin
½ 10½-ounce can undiluted
bouillon or consomme

1 cup tomato juice

1/4 teaspoon Worcestershire sauce

1 7-ounce bottle 7-Up

1 cup sliced stuffed olives

Soften gelatin in bouillon. Heat tomato juice and Worcestershire sauce to boiling and stir into gelatin mixture; cool. Stir in 7-Up. Chill until slightly thickened. Stir in olives. Pour into a 1-quart ring mold and refrigerate until firm. Makes 6 servings.



Special Treat Desserts

NEW BOSTON CREAM PIE

1 package white cake mix
3 tablespoons butter or margarine
3/4 cup confectioner's sugar
2 eggs
1 7-punce bottle 7-Up

1 7-ounce bottle 7-Up Chocolate butter frosting

Bake cake in layer pans according to package directions. For filling, combine melted butter, sugar, eggs and 7-Up in the top of a double boiler. Cook over boiling water, stirring constantly, until thickened slightly. Set aside to cool. Let cake cool, then cut each layer in half horizontally. Spread a third of the filling on the bottom cake layer and repeat layers. Add final cake layer and spread with chocolate frosting. Makes 12 servings.



SPICY CAKE SAUCE

2 tablespoons butter or margarine

1/4 cup brown sugar

4 teaspoons cornstarch

1/4 teaspoon cinnamon

1/4 teaspoon nutmeg

1 7-ounce bottle 7-Up

1 No. 303 can fruit cocktail

Melt butter in a saucepan. Combine sugar, cornstarch, cinnamon, and nutmeg and stir into butter. Mix in 7-Up and fruit cocktail. Cook over low heat, stirring constantly, until mixture thickens. Serve over warm gingerbread, spice cake, or yellow cupcakes. Makes 6 servings.



1 3-ounce package cream cheese

1 9-ounce can crushed pineapple

1 7-ounce bottle 7-Up

2 cups diced fresh peaches

1 cup diced seedless grapes

½ cup sugar

1/2 pint whipping cream

11/2 cups miniature marshmallows

Soften cream cheese and mix in pineapple. Stir in 7-Up. Sprinkle sugar over peaches and grapes and stir into mixture. Pour into a 2-quart refrigerator dish and freeze until partially thickened. Whip cream until stiff; fold cream and marshmallows into fruit mixture. Freeze until solid. Makes 8 to 10 servings.

TANGY ORANGE ICE

1/4 cup sugar 1/2 cup water
11/2 cups orange juice
1/2 cup grapefruit juice
2 tablespoons grated orange rind
1 7-ounce bottle 7-Up

3 large eating oranges, halved

Simmer sugar and water two or three minutes to dissolve sugar. Cool and mix with chilled fruit juices and orange rind in a 1-quart freezer dish. Stir in 7-Up and freeze immediately. Cut saw-tooth edges around the top of each orange half. Cut out the orange pulp (and use later in a fruit salad, if you like). Scoop frozen ice into hollowed orange shells. Garnish each serving with shiny green leaves. Makes 6 servings.

7-Up Sparks Fruit

FRUIT TOPAZ

4 apples, peeled and cut up

4 pears, peeled and cut up

1 cup brown sugar

1 tablespoon nutmeg

1 cup white raisins

1/2 cup slivered almonds

1/4 cup butter or margarine

1 7-ounce bottle 7-Up

Place fruit in a saucepan. Mix sugar and nutmeg and sprinkle over fruit. Add remaining ingredients. Cook over low heat until fruit is tender, five to ten minutes. Serve while warm. Makes 6 servings.



SAUCY BAKED APPLES

2 7-ounce bottles 7-Up $\frac{1}{2}$ cup brown sugar 6 large cooking apples 6 tablespoons raisins

Mix 7-Up with brown sugar. Core apples and pare $\frac{1}{3}$ way from top. Fill centers of each with 1 tablespoon raisins and place in a shallow baking pan. Pour lemon-lime sauce over apples and bake at 350° for 45 minutes until apples are tender. Baste occasionally with sauce from pan. Serve hot or cold with sauce. Makes 6 servings.

EMPRESS PEACHES

- 1 tablespoon butter or margarine
- 2 tablespoons brown sugar
- 1 tablespoon flour
- 1/4 teaspoon cinnamon
- 1/4 teaspoon allspice
- 1 7-ounce bottle 7-Up
- 2 tablespoons slivered almonds
- 1 No. 2½ can peach halves, drained

Melt butter in a saucepan and stir in sugar, flour, cinnamon and allspice. Stir in 7-Up and continue cooking over low heat, stirring, until sauce thickens slightly and begins to bubble. Stir in almonds. Place peach halves in a shallow baking pan. Pour sauce over peaches and bake at 325° F. for 15 minutes. Makes 6 servings.

SPICED BREAKFAST FRUIT

1/2 pound dried prunes 2 oranges, sliced

3 medium bananas,

1/2 cup sliced, seeded grapes

½ teaspoon cinnamon ¼ cup honey

1 7-ounce bottle 7-Up

Place prunes in a pan and cover with water. Cook over low heat 30 to 45 minutes until tender. Add oranges during last 10 to 15 minutes of cooking time. Cool. Stir in bananas and grapes. Mix cinnamon with honey and stir in 7-Up. Pour over fruit and serve. Makes 6 servings.



Quick Tricks with 7-Up



Freeze 7-Up in ice cube trays. Use the tangy "ice" cubes to spark party drinks.

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A thrifty New England style dinner is smoked pork butt with tangy maple glaze. Cook the meat as usual, then glaze with a mixture of one 7-ounce bottle 7-Up and ½ cup maple syrup.

Baste broiling fish fillets with 7-Up for a tangy citrus flavor accent.

Delight the youngsters with Mock Champagne Punch made by combining equal parts of 7-Up and cranberry juice cocktail.

Chocolate sauce for ice cream and desserts is tangy when you melt 3 squares of baking chocolate with a cup of sugar and a 7-ounce bottle 7-Up.

Evenly browned pie crusts are easy when you use 7-Up as the liquid in your favorite pastry recipe.





Fresh fruit has more zip when 7-Up is poured over it. A large bowl of sliced fresh apples, peaches, pears or berries should be sweetened a little, then chilled 7-Up added just before serving time.



Memo-to-Seven-Up Cooks Now that you know the secrets of cooking with 7-Up, you'll want to use them often. So be sure you don't run out of 7-Up! Get some extra 7-Up for cooking—when you get your regular supply for thirst-quenching! Seven-Up is the real thirst-quencher. It tastes fresh and clean as you drink it, and it leaves your mouth and throat feeling fresh when you finish the bottle. Makes you want some just to think about it, doesn't it? It's always 7-Up time.

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